



NOMINATION TO: THE NATIONAL REGISTER OF HISTORIC PLACES

FOURTH AVENUE COMMERCIAL HISTORIC DISTRICT

Prepared under contract to Fourth Avenue Merchants Association, Tucson, AZ, August 8, 2017


POSTER
FROST
MIRTO
ARCHITECTURE
PLANNING
PRESERVATION



United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name: Fourth Avenue Commercial Historic District

Other names/site number: _____

Name of related multiple property listing:

N/A

(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & number: N/A (See boundary description)

City or town: Tucson State: Arizona County: Pima

Not For Publication: Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this ___ nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property ___ meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

___ national ___ statewide ___ local

Applicable National Register Criteria:

___A ___B ___C ___D

Signature of certifying official/Title:	Date
State or Federal agency/bureau or Tribal Government	

In my opinion, the property ___ meets ___ does not meet the National Register criteria.	
Signature of commenting official:	Date
Title :	State or Federal agency/bureau or Tribal Government

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4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:) _____

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

Category of Property

(Check only **one** box.)

- Building(s)
- District
- Site
- Structure
- Object

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7. Description

Architectural Classification

(Enter categories from instructions.)

LATE 19TH AND EARLY 20TH CENTURY AMERICAN
MOVEMENTS/Commercial Style/Spanish Colonial Revival
MODERN MOVEMENT/Moderne
OTHER/American Territorial//Transformed Sonoran/Ranch

Materials: (enter categories from instructions.)

Principal exterior materials of the property: STUCCO/BRICK/CERAMIC
TILE/GLASS/METAL

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Fourth Avenue Commercial District is directly northeast of and adjacent to downtown, Tucson, Arizona and includes 50 contributing and 24 non-contributing resources. This commercial corridor is surrounded by a number of significant historical sites that have contributed to its development—first as a residential area—and later as a commercial district. North Fourth Avenue is bounded on the south by the Southern Pacific depot, and tracks, and central business district. To the east, lies the Iron Horse Expansion Historic District, a mix of post-railroad-arrival residential and commercial properties. Directly to the north lies the West University Historic District, an upper-scale residential district catering to University students, faculty and staff. Directly to the west is the Tucson Warehouse Historic District, created to support the commodities and transport operations of the Southern Pacific Railroad. Further north and east of this commercial corridor, is the University of Arizona.

North Fourth Avenue's historical centrality and available open space meant that the corridor was advantageously situated to become a commercial district. During its height (1920s–1930s), it was able to meet the needs of neighboring communities—in essence becoming a precursor to the *strip mall* where businesses began moving into the suburbs away from the urban core. Between 1916 and 1967, the District's location provided ready access to goods and supplies imported by

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the railroad and neighboring warehouses, and could accommodate University students, downtown business people, and neighbors. Today this vibrant commercial corridor is populated by boutiques, bars, tattoo parlors, and cafes; all residing in historic buildings.

Transportation and Streetscape

The streetscape of Fourth Avenue is in substantially the same structure as it has been during the nomination Period of Significance 1903-1967. The zero-lot-line transparent-frontage storefront is the dominant urban design motif of the Avenue since its inception and its initial development. There are anomalous examples outside of this model, but, by-and-large, this structure is character-defining and easily perceived. There have been contemporary improvements that have occurred in the landscape and transportation system since 1967, but none that have significantly undermined the basic structure of Fourth Avenue district.

For example, there is currently a two-track (in-traffic) Modern Streetcar with three center-street stations running on Fourth Avenue, but that was not the case during the Fourth Avenue Commercial Historic District Period of Significance, 1903-1967. Historically the streetcar did not run on Fourth Avenue. In 1898 a horse/mule car line was completed between downtown and the University of Arizona main gate via Stone and 3rd Street, touching the Fourth Avenue Commercial Historic District perpendicularly at its northern end. Heavier track was laid in 1906 on railroad ties in dirt streets, and the line (over the same route) was converted to electric. In 1922-23 the track was re-laid in concrete when the city first paved 3rd Street (University Boulevard). There were never tracks on Fourth Avenue north of downtown (personal communication with C. Poster and Tucson transportation historian, Gene Caywood, 24 March 2017).

The first transit service on North Fourth Avenue through the commercial district was started in 1920 by the White Star Bus Line. Buses ran in a loop from downtown via Fourth Avenue, East 6th Street, Campbell Avenue, Speedway and back to downtown via 6th Avenue. Tucson Rapid Transit Co. (who also operated the streetcars) bought out White Star in November of 1925, and there was continuous bus service in portions of Fourth Avenue until the Route 1 bus was rerouted during the 2013 construction of the modern streetcar (Caywood 24 March 2017).

The street hardscape itself was developed after the construction of the Fourth Avenue Underpass in 1916. The sidewalk and curb date to the 1920s when the street was first paved. The sidewalk was originally 4' wide set back from the curb and the space between the curb and sidewalk was gradually filled in by individual property owners. Photos from the Arizona Historical Society indicate that there was only curb and sidewalk and no trees. Streetlights were first installed in the early 1950s. The current groups of trees that line Fourth Avenue (non-native Rhus Lancia, of African origin) were planted by the Fourth Avenue Merchants Association (FAMA) in the fall of 1983, outside of the Period of Significance (Caywood 24 March 2017). This was shortly after FAMA started the Fourth Avenue Street Fair which financed the planting and care of the trees.

Fourth Avenue Commercial Historic District Aspects of Integrity:

Location: The Fourth Avenue Commercial Historic District is a roughly two-block strip that runs from the a half block south of East 4th Street on the north to East 9th Street on the south. It

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is bounded on the east by Hoff Avenue and on the west by Herbert Avenue. The District is approximately 23.5 acres located within Township 14 South, Range 13 East, Section 12 as depicted in the Tucson 7.5 USGS topographical quadrangle. At the north end, it is partially bounded on the north, east, and west by the West University National Historic District. On the south end it is partially bounded on the south and east by the Iron Horse National Historic District. And in the south and central area it is bounded on the south and west by the Warehouse National Historic District. Property addresses fronting on Fourth Avenue range from 210 North Fourth Avenue on the south to 627 North Fourth Avenue on the north. The District maintains its locational integrity.

Setting: As an emerging commercial district, the Fourth Avenue Commercial District functioned as the zone of domestic commerce between the historic downtown and the rapidly growing University of Arizona and adjacent residential neighborhoods. It was the first new commercial district linked to the post-railroad suburbs north of downtown. Unlike traditional residential suburbs, Fourth Avenue was a line of largely single-story storefronts, built in connected zero lot-line rows, and built out to the continuous pedestrian sidewalk. It was bounded by the Fourth Avenue Underpass (allowing passage under the previously limiting Southern Pacific Railroad [now Union Pacific Railroad]) on the south, and the era-concurrent West University neighborhood to the north. In addition to automobiles, the corridor was tangentially served by an electric streetcar running between downtown (also referred as the Central Business District) and the Maingate area of the University of Arizona along Stone Avenue (four blocks to the west) and University Boulevard at the District's northern boundary. The streetcar began operating in Tucson on 1 June 1906, as a replacement for horse-and-mule-drawn streetcars. On 31 December 1930, rail streetcar operation in Tucson ended. The District to this day is the mediating commercial area between Downtown Tucson and the University of Arizona.

Design: The 23.5 acre Fourth Avenue Commercial Historic District is made up of an eclectic set of architectural styles but united by a uniform sense of urbanism and commercial structure. These are largely small storefront buildings arrayed along a continuous small-scale commercial street. The architectural styles of the individual buildings reflect the changing character of the era in which the district developed: the earliest structures are Transformed Sonoran and Territorial residential structures converted to commercial uses. These are quickly followed by American Victorian Commercial architecture with modest-to-elaborate brickwork on the street facades. With the slightly later popularity of Spanish Colonial Revival style imported from California (post-1926), storefronts took on a more picturesque and ornate architecture but largely still respected the narrow storefront model and the overall urban structure of Fourth Avenue. And later, mid-century modernism inserted itself equally well in the strong storefront blocks. The result is a harmonious collection of continuous structures with a regular rhythm and proportion; a glass transparency typical of small-scale storefront architecture, and with street entries framed by display windows. The buildings exhibit a healthy variety of materials, textures, and detailing within a strong and uniform urban design template. While a modern hardscape and landscape was inserted in the 1980s, the integrity of the design of the urban form, as described above, is intact.

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Workmanship: The District displays a wide variety of physical evidence supporting the craftsmanship associated with early 20th century design. In the template of storefront architecture, the short street façade is the only opportunity to express architectural character. The proximity of the façade to the pedestrian scale and location brings the materiality of the structure in close range of the viewer. As such, workmanship is under close scrutiny and makes a great effort to rise to the task.

During the Victorian commercial architecture of the earlier period of Fourth Avenue's development, there are expressive examples of brick masonry decorative detailing, created through a variety of brick colors, creative raking of joints, patterns, and relief. In the District's later Spanish Colonial Revival style buildings, picturesque elements abound with excellent stucco quality and texture; clay tile in a variety of forms, balconies, arches, rotundas, and ceramic tile in a decorative display. In the District's mid-century modern period, cleaner use of material—but with the same attention to workmanship—prevails. The vast majority of these facades retain integrity.

Materials: By in large, the buildings located within the Fourth Avenue Commercial Historic District display intact original materials. The range of materials includes brick-with-glass-and-wood-storefronts representing the earlier (pre-1926) era of architectural design, as well as later mid-century modern architecture. Between the latter 1920s and early 1930s, the romanticized Spanish Colonial Revival style utilized a large amount of stuccoed masonry with wood, clay tile, and ceramic tile. In most cases, these materials are intact. However, it is an inherent characteristic of commercial storefront architecture to change and modernize in an attempt to continually attract patrons. As a result, materials have in some cases, changed to reflect changing times and fashion. Most typically wood and glass storefronts have been replaced with aluminum storefronts of similar layout and scale. In other cases, facades were wholly redone, and when significant modifications were performed, the building was determined to be non-contributing. On the other hand, if the essential character-defining features were maintained, the building was deemed contributing. Most of the buildings within the District maintain their historic fabric.

Feeling: The Fourth Avenue Commercial Historic District is an excellent physical record of how the commercial life of downtown Tucson “escaped” and emerged north under the Southern Pacific Railroad, towards the University of Arizona, and culminated in a small-scale, low-slung commercial node that shared a relationship with downtown, but created its own commercial identity outside the Central Business District. With the exception of few vacant lots and few heavily modified buildings, the “feeling” of the bustling Fourth Avenue District has been substantially preserved and maintained throughout its period of significance (1916-1960). Taken as a whole, this eclectic grouping of buildings reflects a strong sense of storefront commercial architecture reflective of the early 20th century.

Association: At the heart of the Fourth Avenue Commercial Historic District is its association with the sequence of retail development during the early 20th century in Tucson, as well as its collection of buildings representing popular architectural styles during its period of significance (1916-1960). The intact Fourth Avenue Commercial Historic District embodies that era of bustling storefront commercial development.

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Table 1. List of Properties within the Fourth Avenue Commercial Historic District.
(See Continuation Sheets for “Contributor” and “Non-Contributor” assessment criteria).

4th Avenue Commercial National Historic District - List of properties within Boundary								
ID #	Address	Parcel #	Lot #/ Block #	Subdivision	Date of Construction	Eligibility	Business Name (2015)	Architect/Builder (if known)
1	401 E. 9 th St	11706073B	L. 11/B.80	Tucson	1905	Non-Contributing	The Shanty	
2	210 and 214 N. 4 th Ave	11706072A	L. 10/B. 80	Tucson	Ca. 1926-29	Contributing	The Hopyard Market, The Bookstop	
3	218, 220, 224 N. 4 th Ave	117060670	L. 7/B. 80	Tucson	Ca. 1926-29	Contributing	Bright Properties, Ermanos Craft Beer, Downtown Swank	
4	228 N. 4 th Ave	117060660	L. 6/B. 80	Tucson	1903	Contributing	Casa Solana en la Libre/Tucson Herb Store	
5	238 N. 4 th Ave	117060620	L. 3/B. 80	Tucson	Ca. 1927	Contributing	Vacant	
6	246 N. 4 th Ave	117060600	L. 2/B. 80	Tucson	1949	Non-Contributing	A Foam and Fabric Place	
7	300 N. 4 th Ave	117051000	L. 10 & 11/B. 75	Tucson	Ca. 1928	Contributing	Goodwill Youth Program/Goodwill thrift store	Roy Place
8	316 N. 4 th Ave	117050940	L. 7/B. 75	Tucson	Vacant	Non-Contributing	Winsett Stage above High School Wash	
9	324 - 330 N. 4 th Ave	117050930, 117050920,	L. 6/B. 75	Tucson	1925	Contributing	Rustic Candle, Bison Witches, Silver Sea Jewelry	
10	338 and 340 N. 4 th Ave	117050890	L. 3/B. 75	Tucson	Ca. 1941	Non-Contributing	Moon Smoke Shop, US Fries, Vacant back tenant	
11	342-350 N. 4 th Ave	117050880	L. 2/B. 75	Tucson	1919	Contributing	Latin in Up, Che's Lounge	
12	400, 402 and 404 N. 4 th Ave.	117050260	L. 11/B. 75	Tucson	Ca. 1950	Contributing	Olytata, The Underestimated City, Generation Cool	Terry Atkinson
13	408 - 412 N. 4 th Ave	117050240, 117050250	L. 10/B. 75	Tucson	Ca. 1925	Contributing	Chamber of Ssunds, Blank Facade (TLC distribution), Entry to Food Conspiracy	
14	416 N. 4 th Ave	117050180	L. 7 & 10/B. 75	Tucson	1927 - 1940	Contributing	Food Conspiracy Co-op	
15	422 - 426 N. 4 th Ave	117050150	L. 6/B. 67	Tucson	1934	Contributing	Pop-Cycle, Surly Wench	
16	434 N. 4 th Ave	117050090	L. 3/B. 67	Tucson	Ca. 1930	Contributing	Caruso's	
17	440 - 444 N. 4 th Ave	117050080	L. 2/B. 67	Tucson	1930	Contributing	Bix Furniture, Creations	
18	500 N. 4 th Ave	11704318A	L. 7/B. 62	Tucson	Ca. 1920	Contributing	Chocolate Iguana.	
19	500 N. 4 th Ave, #7 & #11	11704318A	L. 7/B. 62	Tucson	Ca. 1946	Non-Contributing	World Wide Wrappers and Bumsted's	
20	522 N. 4 th Ave.	11704311A	L. 7/B. 62	Tucson	1935	Contributing	Creative Ventures	Joesler (possibly)
21	526 N. 4 th Ave	11704310B	L. 6/B. 62	Tucson	Ca. 1925	Contributing	Vacant, signed as: Natural Way Wellness Spa	
22	532 N. 4 th Ave	11704310C	L. 6/B. 62	Tucson	Ca. 1925	Non-Contributing	Centra Realty and D'Alba Salon	
23	534 N. 4 th Ave	11704301A	L. 3/B. 62	Tucson	Ca. 1948	Non-Contributing	Brooklyn Pizza	
24	536 N. 4 th Ave	11704301A	L. 3/B. 62	Tucson	Ca. 1948	Non - Contributing	Sky Bar	
25	546 N. 4 th Ave	117043000	L. 2/B. 62	Tucson	Vacant	Non-Contributing	Parking lot with solar panels	
26	600 - 606 N. 4 th Ave	11704058C	L. 11/B. 47	Tucson	1948	Contributing	Pancho Villas Grill, Vacant, Handmade, Revolutionary Grounds Coffee	
27	612 and 614 N. 4 th Ave.	11704058A	L.10/B. 47	Tucson	Ca. 1942	Non-Contributing	Open courtyard space and Elements Spa	
28	616 - 622 N. 4 th Ave	117040510	L. 7/B. 47	Tucson	Ca. 1928	Contributing	IBT's Dance Club, La Indita Restaurant	Joesler
29	627 N. 4th Avenue	117040710	L. 8/B. 48	Tucson	Ca. 1909	Contributing	The Cabat House (VERIFY)	
30	621 N. 4 th Ave	117040720	L. 9/B. 48	Tucson	Ca. 1939	Non-Contributing	B-Line	
31	601 - 611 N. 4 th Ave	117040730	L. 12/B. 48	Tucson	Ca. 1957	Non-Contributing	Maggies Pizza and The Parlour	
32	545 - 561 N. 4 th Ave	117042780	L. 1/B. 61	Tucson	Ca. 1930	Contributing	La Iguana Gallery, Everest Souvenirs, Evon Perez, Martins, Red Sky Tattoo	Joesler/Murphey
33	543 N. 4 th Ave	117042850	L. 1/B. 61	Tucson	Ca. 1935	Contributing	Celestial Rites	
34	527-533 N. 4 th Ave	117042860	L. 5/B. 61	Tucson	1946	Contributing	Delectables	Arthur Brown
35	521 N. 4 th Ave	117042880	L. 8/B. 61	Tucson	Ca. 1930	Contributing	Medusa Hookah Lounge	
36	517 - 519 N. 4 th Ave	117042880	L. 8/B. 61	Tucson	Ca. 1950	Non-Contributing	Forty 4 Tattoo, Smokeys	

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ID #	Address	Parcel #	Lot #/ Block #	Subdivision	Date of Construction	Eligibility	Business Name (2015)	Architect/Builder (if known)
37	513 N. 4 th Ave	117042890	L. 9/B. 61	Tucson	1947	Contributing	Mr. Heads Gallery and Bar, "Fat Head"	
38	509 N. 4 th Ave	117042900	L. 9/B. 61	Tucson	Vacant	Non-Contributing	Mr. Heads Courtyard	
39	501 N. 4 th Ave.	117042930	L. 12/B. 61	Tucson	1969	Non-Contributing	Dairy Queen	
40	340 E. 6 th Street	11705033A	L. 1/B. 68	Tucson	Ca. 1950	Non-Contributing	The Flycatcher	
41	435 - 437 N. 4 th Ave	117050390	L. 4/B. 68	Tucson	Ca. 1930	Contributing	Del Sol	
42	433 N. 4 th Ave.	117050390	L. 4/B. 68	Tucson	Ca. 1926	Contributing	Sacred Threads	
43	429 and 431 N. 4 th Ave	117050400	L. 5/B. 68	Tucson	1926	Contributing	Vacant, Lindy's on Fourth	Soza (Builder)
44	427 N. 4 th Ave	117050410	L. 8/B. 68	Tucson	Ca. 1925	Non-Contributing	Razorz Edge	
45	425 N. 4 th Ave	11705046A	L. 8/B. 68	Tucson	Ca. 1925	Contributing	4th ave Deli	
46	421 and 423 N. 4 th Ave.	11705046A	L. 8/B. 68	Tucson	Ca.1925	Contributing	Tucson Gift Gallery and Black Rose	
47	419 N. 4 th Ave.	11705046B	L. 8/B. 68	Tucson	Ca.1925	Contributing	How Sweet it Was	
48	417 N. 4 th Ave	11705047A	L. 9/B. 68	Tucson	Ca. 1934	Contributing	Cali Kind Clothing	
49	415 N. 4 th Ave	11705047A	L. 9/B. 68	Tucson	Ca. 1934	Contributing	Café Passé , Wooden Tooth	Joesler/Murphey
50	411 N. 4 th Ave	117050480	L. 9/B. 68	Tucson	Ca. 1939	Contributing	Antigone Books	
51	401 N. 4 th Ave	117050480	L. 9/B. 68	Tucson	Vacant/parking lot	Non-Contributing	Vacant/parking	
52	351 N. 4 th Ave	117050710	L. 1/B. 74	Tucson	Ca. 1927	Contributing	Hippie Gypsy	
53	347 N. 4 th Ave	117050710	L. 1/B. 74	Tucson	Ca. 1927	Non-Contributing	Royal Hookah Lounge	
54	335 N. 4 th Ave	117050770	L. 4/ B. 74	Tucson	Ca. 1951	Non-Contributing	United Fire	
55	327 N. 4 th Ave	117050780	L. 5/B. 74	Tucson	Ca. 1947	Non-Contributing	United Fire	
56	319 and 321 N. 4 th Ave	117051370	L. 8/B. 74	Tucson	Ca. 1925	Contributing	Tucson Thrift Shop, The Other Side	
57	315 and 317 N. 4 th Ave	117051380	L. 8/B. 74	Tucson	Ca. 1925	Non-Contributing	Sacred Art Tattoo	
58	305 N. 4 th Ave	117050810	L. 9/B. 74	Tucson	Ca. 1947	Contributing	The Hut	
59&60	325 - 327 8th St.	117050810	L.12/B.74	Tucson	Ca. 1957	Contributing	TA Caid & Sons, Cummings Property, Frame of Mind	
61	411 E. 9th St.	11706074A	L.11/B.80	Tucson	Ca. 1930	Contributing	Residential - Riverdance LLC	
62	415 E 9th St.	11706075A	L.11/B.80	Tucson	Ca. 1930	Contributing	Residential - Tun Lim Lee	
63	417 E 9th St.	11706076A	L.11/B.80	Tucson	Ca. 1930	Contributing	Residential	
64	408, 412, 414, 416, 418, 420 E. 7th St 341, 343 N. Hoff	117050880	L.2/B75	Tucson	Ca. 1920	Contributing	414:?: 416:?: 418: Jellywink; 420: Shadowpeople	
65&66	418 - 424 E. 6th St.	117050070	L.2/B67	Tucson	1937 & 1957	Contributing	Unoccupied	
67	500 N. 4th Ave	11704318A	L.10&11/B.62	Tucson	1950	Contributing	Athens on 4th ave	
68&69	413, 415, 417 E 5th St.	11704057A	L.10&11/B.47	Tucson	1918 & 1946	Contributing	Fourth Avenue Yoga, Chimichurri LLC.	
70	619 N. Hoff Ave	117040520	L.7/B.47	Tucson	Vacant/parking	Non-Contributing	Vacant Lot - Tenfifteen Two	
71	330 E 5th St.	117042810	L.1&4/B.61	Tucson	1914	Contributing	Residential - Hilda Perez	
72	332 E 5th St.	117042800	L.1&4/B.61	Tucson	1918	Contributing	Residential - Matz Michael Francis Jr	
73	334 E 5th St.	117042790	L.1&4/B.61	Tucson	1918	Contributing	Residential - Sherry Lynn Seitz	
74	328-332 E. 7th St.	11705072A	L.1/B.74	Tucson	1930	Non-Contributing	Sea of Glass Center for the Arts	

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8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B. Property is associated with the lives of persons significant in our past.
- C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D. Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

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Areas of Significance

(Enter categories from instructions.)

Commerce
Community planning and development
Architecture

Period of Significance

1903- 1967

Significant Dates

Significant Person

(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder

Josias Joesler (architect)
Roy Place (architect)
Terry Atkinson (architect)
Arthur Brown (architect)
John Murphey (builder)
A. Soza (builder) (first name unknown)

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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

Fourth Avenue represents an early 20th century example of a commercial corridor developed outside the Central Business District and is significant at the local level as the only extant early 20th century commercial corridor immediately connected to and outside Tucson's Central Business District and for its role as one of the first continuously viable shopping areas outside of downtown Tucson (**Criterion A**). It catered to the growing population of suburban residents, automobile owners, and University students. It represents a type of commercial area serving the everyday needs of neighborhood residents that preceded strip malls and large shopping centers.

The Fourth Avenue commercial district emerged in 1903 as a sparsely populated residential area, but came to life in 1916 with the construction of the Fourth Avenue Underpass at the Southern Pacific Railroad tracks. This structure provided a formal entry and exit point for downtown Tucson while maintaining a visual distinction between the districts on either side. Buildings along the route exemplify popular commercial typologies and architectural styles of an early 20th century commercial urban form and represent early examples of commercial architecture outside Tucson's Central Business District (**Criterion C**).

The historic contexts in which the Fourth Avenue corridor can be considered significant are **community planning and development, commerce, and architecture**. The district is defined as a collection of businesses—and some residences—along Fourth Avenue between the Fourth Avenue underpass and 4th Street, as well as one-to-two blocks deep along side streets (9th Street to 4th Street) where the district abuts residential areas, industrial areas, and/or the boundaries of other, existing NRHP Historic Districts. The period of significance begins with the construction of the first residences in 1903 and ends in 1967 with the start of Urban Renewal.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

Fourth Avenue Commercial Historic District Significance Assessment

Criterion A: Early 20th Century Commercial Development outside the Central Business District, Tucson, Arizona. (The following is substantially excerpted from Desert Archaeology: Diehl, Gorski, Poster, Ryden, Castalia, et al, *Architectural and Historical Documentation for the Modern Streetcar Project, Tucson, Pima County, Arizona*, 2011).

Early Community Planning and Development:

With the arrival of the railroad and the establishment of the University of Arizona, Tucson experienced modest growth between 1880 and 1885; however, by the start of the twentieth century, Tucson began to change rapidly. Prior to the twentieth century, the most notable shift in residential development began in 1899 when the Military Plaza, a rectangular parcel of

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downtown land, was subdivided by the City of Tucson, becoming the Armory Park neighborhood. This neighborhood was developed near the Southern Pacific railroad tracks to house railroad workers. As a result of subsequent growth and patterns influenced by the river, downtown, and the railroad, a number of subdivisions were created on either side of the tracks, extending residential development north and east of the downtown area and closer to the University of Arizona (Ryden et al. 2002; Steely et al. 2007).

By the 1900s, the University of Arizona attracted new residential development outside the urban core; it became the first economic node established outside the central business district of downtown (Sonnichsen 1982). In 1899, the arrival of the automobile had a profound effect on both residential and commercial development in Tucson. Prior to its introduction, most residential and commercial activities were centered within downtown, and the distance between residence and business was limited to a pedestrian scale of $\frac{1}{4}$ to $\frac{1}{2}$ mile. With the automobile, business owners were no longer constrained by proximity to residential areas.

Prior to World War I (1914–1918), the most common business types in Tucson were groceries, saloons, hotels, restaurants, and warehouses (Gibson n.d.). However, during World War I (WWI), Arizona played a key role as a producer of mineral and agricultural products needed for the war effort, which led to increased population growth and changes to Tucson's commercial base. By 1918, Tucson emerged as a transportation hub, a tourist center, and health resort (Gibson n.d.). The number of theaters, hotels, and auto repair shops increased substantially.

Consequently, the city continued to expand beyond the downtown area away from the Santa Cruz River and east towards the University of Arizona. The pattern of growth away from the city center was limited in some areas, as the Southern Pacific mainline blocked residential growth directly northeast of the tracks and the Santa Cruz River blocked growth to the west; however, the location of the University of Arizona continued to encourage residential growth eastward beyond the city center (Ryden et al. 2002). Additionally, Stone Avenue, one of the few transportation corridors connected to downtown, was already being developed as a commercial warehouse and industrial center catering to the Southern Pacific Railroad.

The development of areas around the University of Arizona was further helped by federal funds given to the University during the 1930s. These funds were used for infrastructure improvements and the construction of new buildings. The combination of increased automobile traffic and the restrictive physical boundaries of the central business district forced continued expansion away from downtown towards the University. This eastward development was further aided by the construction of the Fourth Avenue underpass, directly below the railroad tracks, connecting residential neighborhoods with downtown (Jeffery et. al. 2002).

Following the construction of the Southern Pacific Railroad underpass at Fourth Avenue in 1916, local developers Walter Murphey and son John Murphey saw an opportunity to create a new commercial area to serve the suburb he had helped create between the University of Arizona and downtown Tucson. As the Tucson population grew and growth extended city limits eastward, the city experienced a shift in its center of balance; services and shops were needed to fill the needs

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of middle class residents living outside of the original township. A new commercial district was needed to draw more people out of downtown and encourage further city growth.

Fourth Avenue was a natural choice for redevelopment because the newly constructed Fourth Avenue railroad underpass (1916) provided a portal to and from downtown Tucson for both pedestrians and cars. The street alignment was originally laid out as a relatively wide thoroughfare, and it was one of the shortest and most direct routes between the University of Arizona (founded 1885) and downtown Tucson. Fourth Avenue was only sparsely occupied by single-family residences, many of which could be easily converted to business use; and there was plenty of room for infill. Lots were also large enough to be subdivided into smaller commercial properties, and there were no affluent neighbors to complain about increased traffic, noise, and changes in neighborhood character.

The development of the Fourth Avenue Underpass (and later the Broadway Underpass) was not an accidental advance of progress. Instead it was a calculated development strategy by the Murphey family to enhance the potential of their real estate holdings north and east of downtown. The Murphey real estate strategy of the late 1890s early and 1900s was two-fold: Phase I, acquire raw land in the area north of downtown and east to the areas around the University of Arizona and then Phase 2, enhance the development of that real estate with transportation infrastructure improvements that made it more accessible and therefore more valuable.

Quoting from Walter Murphey's obituary (*Arizona Daily Star* November 22, 1929):

While strolling the then narrow streets of the Old Pueblo – for the two-fold purpose of healthful exercise and an opportunity for concentrated thought – the new arrival [arriving in 1893] cogitated at considerable length on what possible directions the residential section of the city eventually would swing. The University of Arizona, then but a budding institution, was surrounded by space unadorned. Prospects in that direction seemed most promising; this conclusion once having been arrived at, Murphey's purpose became fixed and changeless: he would acquire a tract of land in that particular vicinity, blue print it, and retail the units to prospective home builders.

And later in that same obituary...

To his persistent efforts, in association with those of Joseph Dyer, formerly division superintendent of the Southern Pacific [Railroad], was credited with the construction of the Fourth Avenue subway. He also has been a consistent advocate of the proposed new Broadway subway.

Unfortunately, turn-of-the-century racial issues —a former Mexican town becoming an Anglo city in the decades after the Gadsden Purchase of 1854 —may have also been a factor in the push to develop Fourth Avenue. The corridor was clearly distinct from areas south of Downtown (separated by the Southern Pacific Railroad) where Hispanic-owned businesses were already congregated.

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To further explore these issues, it is instructive to study Phase 2 of the Murphey real estate strategy. Phase 1 (roughly 1910 – 1920) of that effort was the Fourth Avenue “subway” and the subsequent development of the Fourth Avenue Business District (covered here) west of the University of Arizona and the West University National Historic District east of the University of Arizona. Phase 2 (roughly 1920 – early 1930s) was the development of residential property on east Broadway south of the University of Arizona. Regarding the latter, the original marketing material of the Murphey family in their mid-1920s and early 1930s efforts to develop the University Heights area are instructive. In conjunction with the development of the Broadway “subway”, with persistent Murphey advocacy, the University Heights subdivision (now the Rincon Heights National Historic District north of Broadway and the Miles Neighborhood south of Broadway) was heavily marketed. Quoting from the marketing material for the Miles Neighborhood (1926):

These lots are on elevated ground, close to business district, and in the center of attractive surroundings, all of which attract real homes, namely State University [University of Arizona], six blocks distant....and University Heights is restricted and all American. [Emphasis added] (Figure 1).

And later from another advertisement:

WORK TO START AT ONCE ON GREAT BROADWAY SUBWAY! ONLY 3 BLOCKS TO HIGHLY RESTRICTED UNIVERSITY HEIGHTS ADDITION. [Emphasis added].

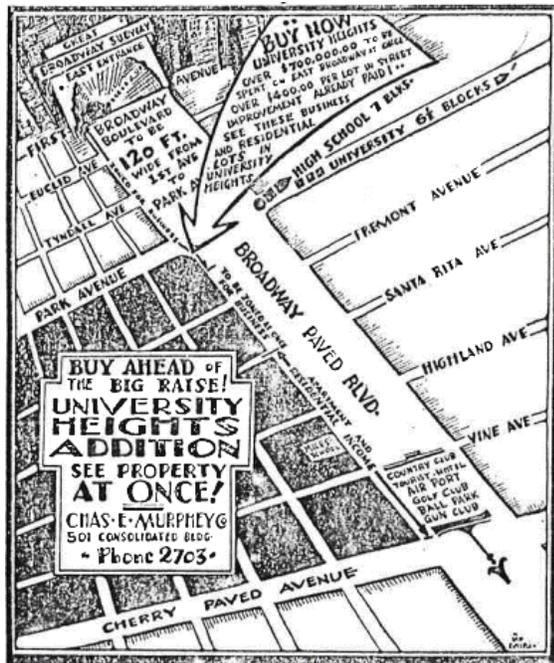


Figure 1. Excerpt from the University Heights Addition advertisement; developed by Walter Murphey in the late 1920s.

In the context of the racial politics of the early 1900s, there was likely little real controversy over these marketing tactics. However, it is interesting to note that this evidence suggests that there was a motivation in the development of the Fourth Avenue Business District that reflected a racial and ethnic divide in the City of Tucson between downtown and its Hispanic Barrios and

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associated commercial districts, on one hand, and the newly-developing University of Arizona-fueled Anglo residential and commercial districts north and east of Downtown.

Fourth Avenue was transformed from a residential area into a commercial corridor fairly quickly. The earliest surviving residential structure in this District is 1903 and that date is used as the beginning of the period of significance. In the mid-1910s through 1929, residential building along the route ceased, and several existing single-family residences were converted to commercial use; some others were replaced by new construction. The older homes were set back from the street by small front yards and separated from one another by side yards. New commercial construction was characterized by brick buildings with large display windows, flush with front lot lines and little-or-no space between buildings. Corner lots were the exception; gas and oil stations were built at several intersections, with angled buildings and surrounding land reserved for cars. Sidewalks, constructed in the 1920s and 1930s, made the strip approachable and clean, and a bridge over a large wash at 8th Street kept the street passable even during summer and winter storms.

The conversion of Fourth Avenue began just before department stores became dominant entities in the downtown area. As retail space in the city center became more consolidated and general in nature, the square footage of available prime commercial real estate began to decrease, and there was a reduction in the number of individual stores and services downtown. Smaller, specialized businessmen benefitted from having a bit of space between their niche businesses and the retail giants who could draw customers away.

Commerce:

While many commercial enterprises were developed in the early 20th century outside the central business district, these enterprises were established to take advantage of a market created by residential development north and east of downtown, but also in response to higher land values and lack of available space. By the 1930s, commercial strips along, Main, Stone, 4th, 6th, and 9th streets were fully established (Devine 1995). In these newly created commercial corridors, business types included grocery stores, music stores, drug stores, post offices (*Citizen* 28 February 1931), fabric upholsters, bowling alleys, auto service shops, and ice cream parlors. Every imaginable merchandise and service needed by nearby residents was accounted for and offered in the form of a strip mall along these corridors. In the case of Fourth Avenue, buildings facing onto the street were largely residential, but by the 1920s however, homeowners converted their residences into commercial properties. In areas of available space, new commercial block construction filled in the gaps along the street.

The commercial success of Fourth Avenue was not only its proximity to the central business and warehouse districts, but its ability to provide for the surrounding residential districts. Whereas the central business district functioned more as the civic center of the city, interspersed with large department stores, Fourth Avenue provided for the day-to-day needs of Tucson's residents. Prior to World War II, the avenue housed grocery stores, Chinese markets, meat markets, bars, ice cream parlors, bicycle shops, appliance stores, dress shops, upholstery and furniture stores, gas stations, and pharmacies. These enterprises were locally owned, operated, and within walking distance of several surrounding neighborhoods.

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A surprising amount of construction continued along Fourth Avenue through the Great Depression, but business turnover was high. In 1941, John Murphey complained that Fourth Avenue had become a “ghost street,” and succeeded in having a U.S. Post Office sub-station located along the route to revitalize the area. At the onset of World War II (WWII) eastward expansion outside the city limits continued with the establishment of tourist resorts such as the Arizona Inn and El Conquistador Hotel. By WWII, with the establishment of military aviation facilities, anchored by Davis-Monthan Airfield and nearby aircraft industries, the Tucson population boomed. Even after the war had ended, the conditions that brought the military to Tucson, specifically its warm climate and plentiful open space, encouraged new residents to flock to the city (Akros, Inc., et. al. 2007).

Construction activity dipped during World War II, but the post-war time period saw a second wave of development. Additional commercial structures were built along Fourth Avenue, and new neighborhoods were added to the edges of town, increasing city limits exponentially. The population of Tucson nearly doubled during the 1950s. By the end of the decade, the Fourth Avenue corridor had become a nearly unbroken series of stores, restaurants, and services between 5th and 9th Streets, with a few businesses extending north of 5th Street.

Post-War Community Planning and Development:

After 1950, urban sprawl was in full-effect in Tucson. Increasingly Tucson residents began moving to the suburbs and businesses followed. The *suburbanization* of Tucson had devastating effects on the central business district and small commercial corridors like Fourth Avenue, but Fourth Avenue, unlike its neighboring commercial corridors (Main, 6th, 9th, and Stone), would eventually weather the economic storm. Its neighbors were not so lucky.

In 1960, the El Con Mall was established on the former site of the El Conquistador Hotel (Personal communication with City of Tucson Historic Preservation Officer, Jonathan Mabry, February 2, 2010). The creation of the first indoor mall spelled the end for most of the commercial corridors in central Tucson. When El Con Mall opened on Broadway Boulevard, it was well east of the downtown center. Consumers flocked to this new shopping center, dazzled by the convenience of large, spacious department stores situated amidst acres of available parking. Tucson’s historic center experienced a dramatic decrease in traffic and business activity as urban sprawl dispersed the population. This event was the turning point for Fourth Avenue Business District; this new suburban model for commercial/retail development replaced the bustling storefront life of Fourth Avenue as well as Congress Street. By the Federal Urban Renewal program of 1967, the impacts of the suburban shopping centers like El Con had already severely damaged the business of Fourth Avenue.

The date of 1967 marks the end of the period of significance for three reasons: it marks buildings that are 50 years or older; it represents a natural conclusion of the transformational impact of the new suburban retail model of this former bustling business district; and it marks the beginning of the federal Urban Renewal program as the final obituary of the earlier pedestrian-oriented downtown retail.

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In response to these changes, the 1960s witnessed the beginnings of a new phase of redevelopment in Fourth Avenue history as young entrepreneurs moved into vacant storefronts to sell arts and crafts and other niche products and services. Labor unions and small organizations also took advantage of the low rents. The Urban Renewal project of the late 1960s and early 1970s further gutted the downtown's historical economic center. In 1974, the Park Mall was constructed on the eastern side of Tucson. The Fourth Avenue Street Fair began in the 1970s when merchants began setting up tables in front of their stores to try to attract holiday shoppers back into the area. Since that time, Fourth Avenue has reinvented itself as a bohemian hangout populated with head shops, organic food markets, bookstores, and coffee shops (Marks-Highwater 1974).

Today, this commercial corridor retains its historic architectural flavor, but continues to house the bohemian shops popularized during the 1960s and 1970s, while, Stone Avenue remains largely industrial, and both 6th and 9th streets have been subsumed by the expanding footprint of the University of Arizona, and affiliated student housing. Main Avenue remains largely residential to this day. In short, Fourth Avenue is the only surviving commercial corridor outside downtown dating to the early 20th century.

Criterion C: Early 20th Century Commercial Architecture outside the Central Business District, Tucson, Arizona.

In the 19th and early 20th centuries town building and planning was an important facet of Westward migration. Residents of these new settlements envisioned a future in which their communities would become urban centers. As a result, most businesses were purposively clustered in and around a central area. The main focal point of these commercial districts was the streets, often the primary route through a community. In addition, central commercial districts helped provide an identity for their respective communities (Longstreth 1987). This was the pattern of development seen in Tucson prior to the commercial development of Fourth Avenue.

By the 19th century, commercial landscapes were associated with a wide linear street dominated by commercial activities. Unlike free-standing houses surrounded by landscaped yards, commercial landscapes were marked by contiguous narrow and rectangular lots almost entirely filled with a building or buildings. In this scenario, typically only the front of the building was visible from the street, and individual buildings abutted their neighbors and sidewalk (Longstreth 1987). During this time it was also common for business and commercial districts to feature what is referred to as "two-part" commercial blocks; whereby two-story buildings housed businesses at the ground level, while living quarters were located above. Fourth Avenue on the other hand, only features a handful of two-part commercial buildings and instead the corridor is almost entirely populated by one-part commercial blocks; a style popular during the turn of the 20th century. The One-Part Commercial Block is a single story commercial building with a high cornice (not to be confused with a free-standing retail store). These were essentially an interim land use; it replaced housing on the urban fringe in anticipation of rising property values. Over time, this model changed and increasingly public buildings were designed to be free-standing. The development of Fourth Avenue was about a commercial model of urban form positioned at the sidewalk property line, with no setback, and informed by the constraints of typical

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narrow/deep commercial lots. This urban form has allowed the District to accommodate a variety of uses but remain a common and attractive setting for urban commercial life. While its original development was as a domestic market street primarily serving the post-railroad residential development north and east of the Fourth Avenue Underpass, it has since well accommodated the new uses of a University city – bars, restaurants, craft shops, music venues, thrift shops. Fourth Avenue was a successful “main street” during its development after the 1916 underpass, but its sympathetic and appealing urban form also allowed it to adjust to the decline of its domestic market brought on by the growth of suburban retail models.

A variety of architectural styles are present within the Fourth Avenue Commercial Historic District, and these styles are reflective of the dynamic nature of the district itself—as it changed from a residential area to a commercial area. In addition, the district's commercial architecture is a reflection of the sequence of trending commercial architectural styles in Tucson between 1903 and 1967. The earliest buildings reflect the aesthetics of Tucson's early Hispanic residents, while more recent architecture reflects modern commercial architecture that can be seen throughout many commercial corridors in the United States. Commercial architecture is a term used to refer to any building involved in producing, transporting, or merchandising a commodity. A number of features are associated with commercial architecture including large expanses of clear glass windows for displaying goods and services, a bulkhead located between sidewalk and store window, shallow set-back with street-level entry, a cornice at the top of the exterior wall, and a lintel above the storefront to support a parapet or second floor.

The earliest architectural styles in this district are Transformed Sonoran, Victorian Commercial, Italian Renaissance and Spanish Colonial Revival; while the district's modern styles include Contemporary Folk and Modern Commercial architecture (properties that do not have any vernacular architecture). One vernacular commercial building was also identified (238 N. Fourth Ave). Of the properties evaluated for this historic district, the majority are commercial buildings. In fact, the district represents a multi-block, contiguous expanse of historic-age commercial buildings. While some residential properties have become commercial buildings since their original construction, the vast majority of buildings were designed as commercial properties.

The architectural styles discussed below are important for a full understanding of the development of the District in an era of rapidly changing architectural fashion, with **the defining characteristic of Fourth Avenue being its consistent placement of buildings to form the public space of the pedestrian street.** The typology of Fourth Avenue is ultimately its most significant aspect. This typology is significant in that the District's architectural styles are important elements of its historic past, whereby they speak to the endurance of Fourth Avenue, most notably because of the flexibility of development that the essential urban form has allowed. While that flexibility presents a challenge to the future management of this historic district, to the extent feasible the architectural features of the District's buildings described below should be preserved, but the nature of this urban typology is such that some flexibility in redevelopment and in new development is important.

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Transformed Sonoran (1863-1912)

Transformed Sonoran refers to buildings modified from the Sonoran tradition. The early Sonoran single-room adobe block house was the basic building unit of the larger urban barrios. Buildings had a simple square or rectangular plan, shared walls with adjacent units, and were constructed of adobe with flat roofs. In Transformed Sonoran, row houses were capped with gable or pyramidal roofs, and outfitted with manufactured materials like fired brick, milled lumber, and tin. In addition, these buildings also featured a deeper set-back than their predecessors located at the front property line or street edge (Nequette and Jeffery 2002).



Photograph 1. Example of Transformed Sonoran architecture at 228 N Fourth Ave, view facing east (Poster Frost Mirto 2016; AZPimaCounty_FourthAvenue_001).

Spanish Colonial Revival (1915-1940)

This style is typified by the use of ornate, low-relief carvings highlighting arches, columns, window surrounds, cornices, and parapets. Red-tiled roofs and arcaded porches are also typical. Stone or brick exteriors can also be left exposed or sheathed in plaster or stucco. Iron grillwork over windows and along balconies is another feature of this style. The facades of larger buildings are often outfitted with curvilinear or decorated parapets, cornice window heads, and bell towers (Nequette and Jeffery 2002).

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Photograph 2. Example of Spanish Colonial architecture designed by Josias Joesler at 616-618 N Fourth Ave., view facing west (Poster Frost Mirto 2016; AZPimaCounty_FourthAvenue_002).

Art Moderne (1930-1945)

This architectural style features soft or rounded corners, flat roofs, smooth wall finishes without ornamentation, and horizontal bands of windows and coping to create a streamlined appearance. This streamlined appearance is a key feature of this architectural style and is achieved by curved glass around building corners, curved canopies, and use of aluminum and stainless steel in window and doorframes.



Photograph 3. Example of Art Moderne architecture at 621 N Fourth Ave., view facing west (Poster Frost Mirto 2016; AZPimaCounty_FourthAvenue_003).

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Character Ranch (1935-1970s)

Character Ranch is a form of ranch house architecture. Ranch houses are typically single-story buildings, low in profile and with the mass of the house visible from the street. They also exhibit large front yards, visible garages that are often part of the building, large picture windows with shutters, and a low-pitched roof. Character Ranch differs slightly from the typical ranch model through the incorporation of different roof forms, and fanciful trim and ornamental features tacked onto the façade. Character Ranch employs a number of details associated with earlier Period Revival styles.



Photograph 4. Example of Character Ranch architecture at 434 N Fourth Ave., view facing east (Poster Frost Mirto 2016; AZPimaCounty_FourthAvenue_004).

Victorian Commercial (ca. 1860-1930)

Victorian Commercial is a general term used to refer to Victorian-style detailing on commercial storefronts. While not an academic architectural style, this term is being used to further distinguish varying types of commercial buildings within the District exhibiting particular features dating to the late 19th and early 20th century. Ornamental details are the key feature of this type and include decorative brickwork, terra cotta, cast iron and tin. Many of the Victorian details are reminiscent of classical Greek and Roman models.

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Photograph 5. Example of Victorian Commercial architecture located at 210-224 N. Fourth Ave., view facing northeast (Poster Frost Mirto 2016; AZPimaCounty_FourthAvenue_005).

Contemporary Folk (ca. 1940-present)

Contemporary folk houses reflect the need for economical shelter without fashionable design or detailing. These buildings are inexpensive and often prefabricated, many of which are outfitted with appliances and furnishings. In addition, they are often of a narrow linear design, can be placed in any number of locations, and in some cases can be moved easily by towing.

Contemporary Folk buildings include Quonset huts, mobile homes, A-frames, and geodesic domes (McAlester and McAlester 2005).



Photograph 6. Example of Contemporary Folk architecture at 305 N Fourth Ave., view facing west (Poster Frost Mirto 2016; AZPimaCounty_FourthAvenue_006).

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Modern Commercial (1945-present)

At the heart of modernist ideology is the rejection of the early 19th century aesthetic of historicism. In general terms, modern architecture is marked by a flat roof, large expanses of glass that blur the line between indoor and outdoor space, the use of steel, no formal façade or “public face”, smooth stucco or curtain wall, little to no ornamentation, and in regional examples the use of local materials (McAlester and McAlester 2005).



Photograph 7. Example of Modern Commercial architecture designed by Arthur Brown at 527-533 N Fourth Ave., view facing west (Poster Frost Mirto 2016; AZPimaCounty_FourthAvenue_007).

In Conclusion

The majority of buildings within the Fourth Avenue Commercial Historic District retain moderate-to-excellent structural integrity; exemplify architectural styles typical to Tucson, and were built during an expansive period of commercial development outside the Central Business District. Despite the fact that many of the District’s buildings have been subject to alterations, most continue to retain their integrity of setting, location, design, workmanship, materials, feeling, and association. The Fourth Avenue Commercial Historic District as a commercial typology continues to exemplify and retain the feeling and aesthetics of an early 20th century commercial district. Well into the present era, the corridor retains its connection to its dynamic commercial roots and remains the only surviving early 20th century commercial corridor outside downtown Tucson.

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Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other
- Name of repository: _____

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property 23.5

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates (decimal degrees)

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

- | | |
|------------------------------|-----------------------------|
| 1. Latitude: 32° 13' 46.28"N | Longitude: 110° 57' 58.84"W |
| 2. Latitude: 32° 13' 46.28"N | Longitude: 110° 57' 53.42"W |
| 3. Latitude: 32° 13' 26.18"N | Longitude: 110° 57' 53.42"W |
| 4. Latitude: 32° 13' 20.77"N | Longitude: 110° 57' 58.84"W |

Or
UTM References

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Datum (indicated on USGS map):

NAD 1927 or NAD 1983

- | | | |
|----------|-----------|-----------|
| 1. Zone: | Easting: | Northing: |
| 2. Zone: | Easting: | Northing: |
| 3. Zone: | Easting: | Northing: |
| 4. Zone: | Easting : | Northing: |

Verbal Boundary Description (Describe the boundaries of the property.)

The District is approximately 23.5 acres located within Township 14 South, Range 13 East, Section 12 as depicted in the Tucson 7.5 USGS topographical quadrangle. At the north end, it is partially bounded on the north, east, and west by the West University National Historic District. On the south end it is partially bounded on the south and east by the Iron Horse National Historic District. And in the south and central area it is bounded on the south and west by the Warehouse National Historic District. Property addresses fronting on Fourth Avenue range from 210 North Fourth Avenue on the south to 627 North Fourth Avenue on the north.

The 4th Avenue Commercial Historic District is defined by properties on the east side of 4th Ave from 9th St to 8th St, including addresses 401 to 417 E 9th St.; then both sides of 4th Ave from 8th St north to 627 N 4th Ave.; and includes additional properties from 328 to 420 E 7th St; 418 to 424 E 6th St; and 330 to 334 E 5th St.

Boundary Justification (Explain why the boundaries were selected.)

The properties were selected to create a coherent district boundary. Included were: 1. remnant properties that were not part of a previously existing adjoining National Historic District. 2. We chose not to reclassify properties already in an adjoining National Historic District. 3. We did not overlap existing National Historic District boundaries to avoid creating properties in two districts.

11. Form Prepared By

name/title: Corky Poster; contributions by A. Cohen-Diehl, J. Levstik, A. Gorski, P. Castalia, and Charles Pifer

organization: Poster Frost Mirto

street & number: 317 N Court Ave

city or town: Tucson state: AZ zip code: 85701

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e-mail cposter@posterfrostmirto.com
telephone: (520) 882-6310
date: August 2, 2017

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A USGS map or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: Fourth Avenue Commercial Historic District

City or Vicinity: Tucson

County: Pima State: AZ

Photographer: Poster Frost Mirto

Date Photographed: 6/20/2016

Description of Photograph(s) and number, include description of view indicating direction of camera:

8 of 17. (The following reflects the photos for the Continuation Sheets only. Photos inserted in the body of the text have their photo file path numbers inserted in the caption).

Fourth Avenue Commercial Historic District

Pima County, Arizona

Name of Property

County and State

AZPimaCounty_FourthAvenue_008 - *East side of Fourth Avenue, between 8th and 9th Street, looking south.*

AZPimaCounty_FourthAvenue_009 - *East side of Fourth Avenue, between 8th and 7th Street, looking south.*

AZPimaCounty_FourthAvenue_010 - *East side of Fourth Avenue, between 8th and 7th Street, looking southeast.*

AZPimaCounty_FourthAvenue_011 - *West side of Fourth Avenue, between 7th and 6th Street, looking southwest.*

AZPimaCounty_FourthAvenue_012 - *East side of Fourth Avenue, between 7th and 6th Street, looking southeast.*

AZPimaCounty_FourthAvenue_013 - *East side of Fourth Avenue, at 6th Street, looking southeast.*

AZPimaCounty_FourthAvenue_014 - *West side of Fourth Avenue, between 6th and 5th Street, looking north.*

AZPimaCounty_FourthAvenue_015 - *West side of Fourth Avenue, between 6th and 5th Street, looking southeast.*

AZPimaCounty_FourthAvenue_016 - *West side of Fourth Avenue, at 5th Street, looking southeast.*

AZPimaCounty_FourthAvenue_017 - *East side of Fourth Avenue, between 5th and 4th Street, looking southeast.*

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Fourth Avenue Commercial Historic District

Name of Property

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Inventory Methods and Results

Section 106 of the National Historic Preservation Act of 1966 (NHPA), requires that federal agencies take into account the effects of a federal undertaking on any cultural resource that is included in or eligible for inclusion in the National Register of Historic Places (NRHP). In 2010–2011, and prior to the construction of the federally-funded Tucson Modern Streetcar Project (09-34), *Poster Frost Mirto* (Corky Poster and Andrew Gorski) in association with *Desert Archaeology* (Allison Cohen Diehl, Jennifer Levstik, and Patricia Castalia) conducted a historic property inventory of all properties that have frontage along Fourth Avenue and face directly toward the street (a substantial part of this narrative is excerpted from: *Desert Archaeology: Diehl, Gorski, Poster, Ryden, Castalia, et al, Architectural and Historical Documentation for the Modern Streetcar Project, Tucson, Pima County, Arizona, 2011*). Vacant parcels and parking lots were included to provide a continuous inventory and to document properties where historical buildings are now gone. Sidewalks along the route, constructed in 1921, were taken into consideration as they represent the formalization of the corridor for commercial purposes. Inventory forms were prepared for all of these properties (#s 1-58) and a table summary of properties is included (See Table1).

In 2015-2016, the Fourth Avenue Merchants Association requested that *Poster Frost Mirto* (Corky Poster, Charles Pifer, and Jennifer Levstik) in cooperation with the City of Tucson (Jonathan Mabry), nominate a Fourth Avenue Commercial Historic District to the National Register of Historic Places. To accomplish this, the 2010-2011 inventory described above was expanded to include those properties that did not front on Fourth Avenue but were a natural part of a Fourth Avenue Commercial Historic District (#'s 59 -74). After consultation with Arizona SHPO, the properties were selected to create a coherent district boundary, although only properties that were not part of a previously existing adjoining National Historic District were included. New inventory forms were created for these additional properties and, at the same time, all of the 2010-2011 inventories were reviewed and updated.

Of the properties evaluated, the majority are commercial buildings. Commercial architecture is a term used to refer to any building involved in producing, transporting, or merchandising a commodity. Features associated with commercial architecture include large expanses of clear glass windows for displaying good and services, a bulkhead located between sidewalk and store window, shallow set-back with street-level entry, a cornice at the top of the exterior wall, and a lintel above the storefront to support a parapet or second floor.

Fourth Avenue became a commercial district only after the construction of the Fourth Avenue Underpass in 1916. Prior to that it was a sparsely developed residential area. While some residential properties along Fourth Avenue became commercial buildings at some time after their original construction, the vast majority of buildings were designed as commercial properties after 1916. A variety of architectural styles were documented and these styles are reflective of the dynamic nature of the district itself—as it changed from a residential area to a commercial area. In addition, the districts commercial architecture is a reflection of a sequence of post-railroad commercial architectural styles in Tucson between 1903 and 1967. The earliest buildings were residential in use and reflect the architectural style associated with the traditional Sonoran/Hispanic heritage of Tucson (thick-walled raw adobe construction; narrow width/deep-

Fourth Avenue Commercial Historic District

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set wooden double-hung windows; flat roofs or corrugated metal sloped roofs). With increasing Anglo settlement, the Spanish model was followed by Tucson's post-railroad *Anglo* brick commercial architecture (zero setback/street lot-line siting; fired brick storefronts; transparent from the street) that can be seen throughout many commercial corridors of this era in the United States. Eventually this was followed by a series of rapidly changing revival (residential) styles grafted onto commercial development – Mission Revival, Pueblo Revival, Spanish Colonial Revival, and later, Art Deco, Moderne, and midcentury modernist architecture.

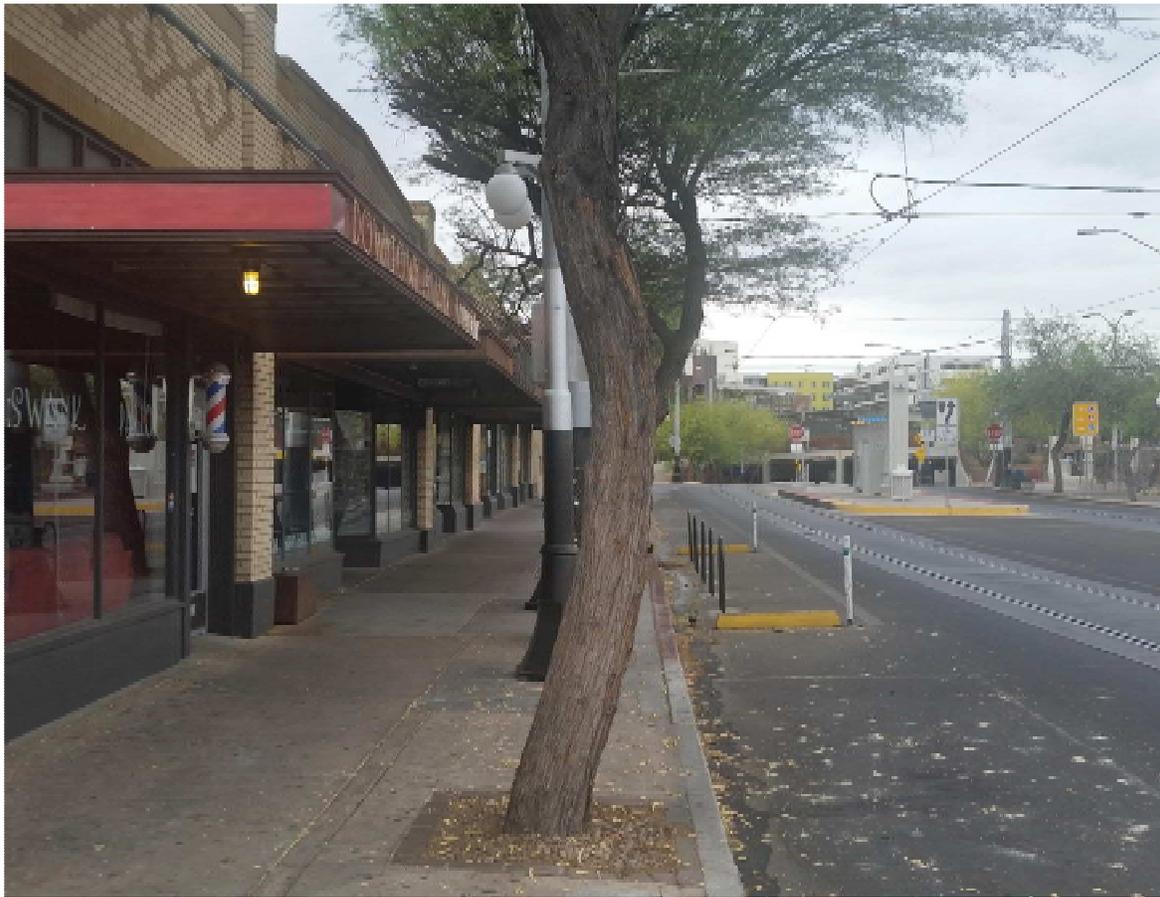
Architectural significance assessments for this nomination took into account age, artistic value, and historical association. Integrity was assessed by the degree to which each building's original historical fabric was able to convey significance after years of alterations and additions. Because the Fourth Avenue commercial district is a dynamic corridor constantly changing over time, as historian Norman Tyler points out,

...retail establishments need to periodically update [their] image...It is generally accepted that retail stores should have a new image—and a new storefront—at least every five to ten years (2000:173).

Alterations such as paint or stucco, while covering some buildings original brickwork, do not necessarily detract from an individual building's integrity or association. Windows were also a major consideration during the evaluation process, and allowance was given to changes that retained a form similar to the original construction and that continued to be reflective of a commercial property (i.e. display windows). Moreover, where window form remained constant, but the material used in the framing changed (e.g. steel to aluminum) then the building could still be considered to have historical integrity.

Changes to windows, doors, and design were found to impact integrity when at least three major alterations to the building had occurred. Properties that did not meet eligibility requirements exhibited some of the following:

- Age (constructed after 1967)
- Parking lot or vacant parcel
- Infill or obscuring of windows
- Infill or obscuring of doors and/or reorientation of entry
- Alterations to window form if in combination with other significant changes.
- Incompatibility with historic setting (i.e. not reflecting the features associated with a commercial storefront)
- Buildings positioned away from zero lot line



AZPimaCounty_4thAvenue_008– East side of 4th Avenue, between 8th and 9th Street, looking south.



AZPimaCounty_4thAvenue_009 - East side of 4th Avenue, between 8th and 7th Street, looking south.



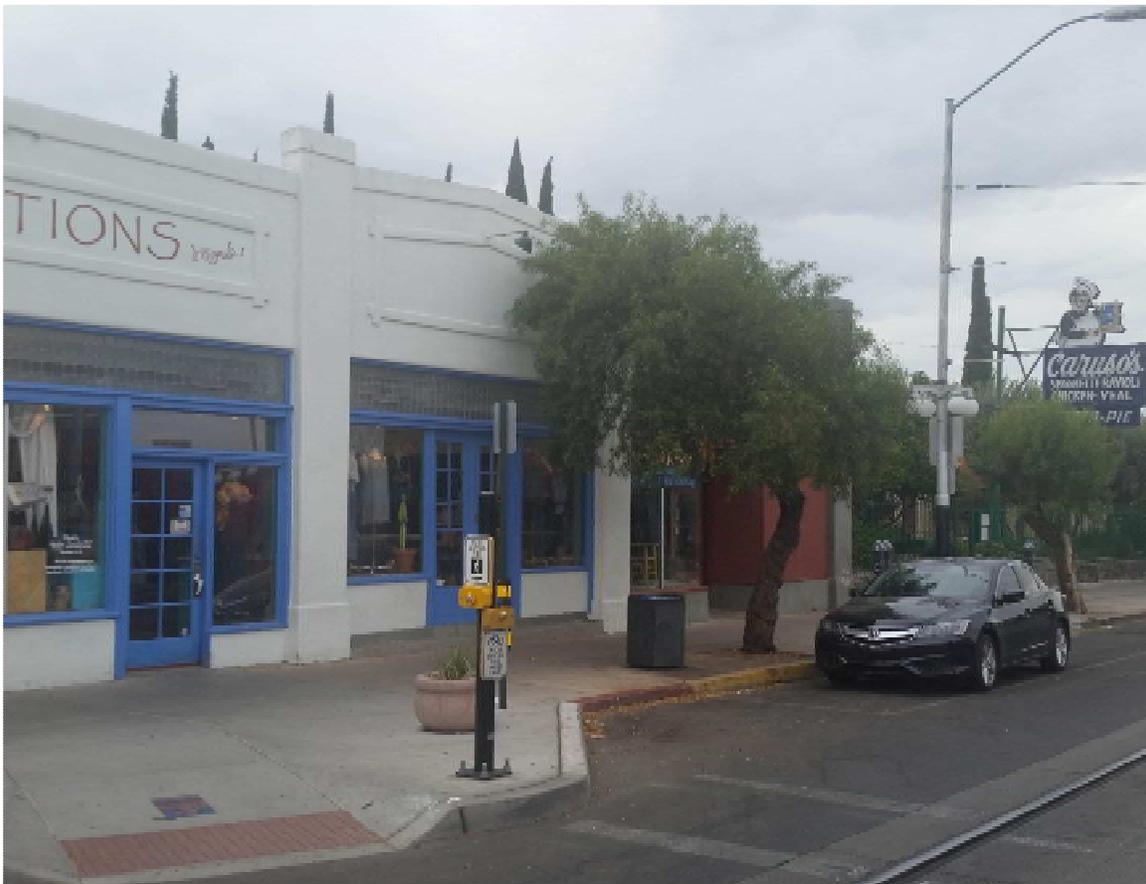
AZPimaCounty_4thAvenue_010 - East side of 4th Avenue, between 8th and 7th Street, looking southeast.



AZPimaCounty_4thAvenue_011 - West side of 4th Avenue, between 7th and 6th Street, looking southwest.



AZPimaCounty_4thAvenue_012 - East side of 4th Avenue, between 7th and 6th Street, looking southeast.



AZPimaCounty_4thAvenue_013 - East side of 4th Avenue, at 6th Street, looking southeast.



AZPimaCounty_4thAvenue_014 - West side of 4th Avenue, between 6th and 5th Street, looking north.



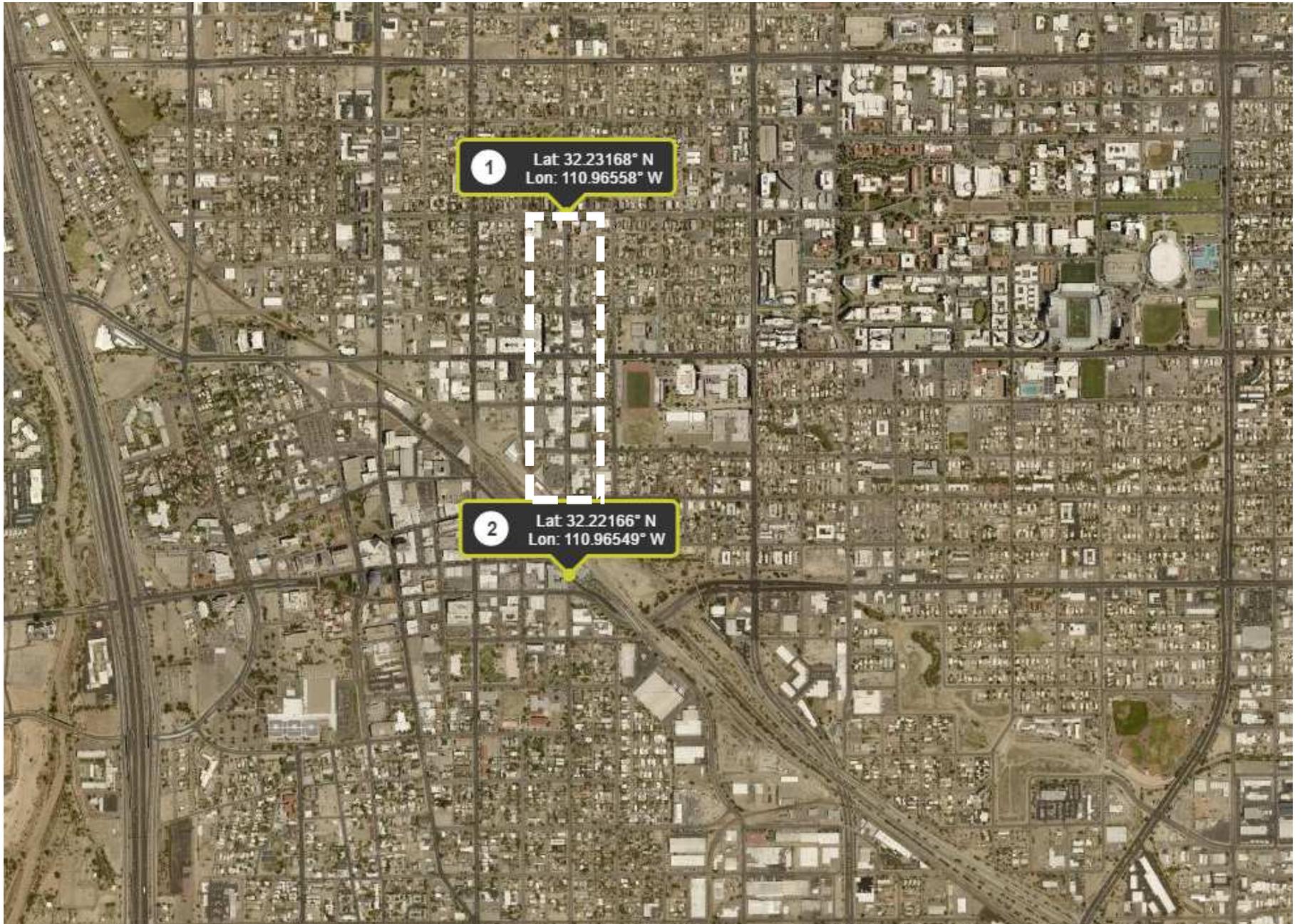
AZPimaCounty_4thAvenue_015 - West side of 4th Avenue, between 6th and 5th Street, looking southeast.



AZPimaCounty_4thAvenue_016 - West side of 4th Avenue, at 5th Street, looking southeast.



AZPimaCounty_4thAvenue_017 - East side of 4th Avenue, between 5th and 4th Street, looking southeast.



1 Lat: 32.23168° N
Lon: 110.96558° W

2 Lat: 32.22166° N
Lon: 110.96549° W



LEGEND

- MEETS 4TH AVE COMMERCIAL HISTORIC DISTRICT ELIGIBILITY REQUIREMENTS AS CONTRIBUTOR TO DISTRICT
- MEETS 4TH AVE COMMERCIAL HISTORIC DISTRICT ELIGIBILITY REQUIREMENTS AS INDIVIDUAL LISTING
- DOES NOT MEET 4TH AVE COMMERCIAL HISTORIC DISTRICT ELIGIBILITY REQUIREMENTS
- VACANT LOT
- OTHER NATIONAL HISTORIC DISTRICTS

NOTE: NUMBERS CORRESPOND TO INVENTORY FORM NUMBERS